

**AMENDMENTS TO THE CLAIMS:**

Please amended claims 1, 13, 26-27, 33-24, and 40, and cancel claim 25 without prejudice or disclaimer, as set forth in the following listing of claims. This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A computer-implemented method for using econometric techniques to quantify marketing drivers and forecast consumer demand, retail-load adjustments, and shipments comprising:

providing at least one marketing plan, wherein the at least one marketing plan comprises at least one marketing element;

using econometric modeling to quantify, by a processor, the effect of the at least one marketing element on shipments based on historical marketing spend data and historical shipment data;

forecasting, by the processor, consumer demand, retail-load adjustments, and shipments in response to the at least one marketing plan and results of the econometric modeling, wherein retail-load adjustments comprise determinations of extra retail stock needed based on retail demand resulting from the at least one marketing plan;

executing, by the processor, a what-if scenario by enabling a user to make a change in planned spending on the least one marketing element and using econometric modeling to quantify the effect of the change in planned spending on consumer demand, retail-load adjustments, and shipments;

modifying the at least one marketing plan based on the results of the what-if scenario to generate a modified marketing plan;

executing the modified marketing plan and capturing, by the processor, actual consumer demand, retail-load adjustments, and shipment data; and displaying all of

- (i) the forecasted consumer demand, the actual consumer demand, and a first percent error between the forecasted consumer demand and the actual consumer demand;
- (ii) the forecasted retail-load adjustments, the actual retail-load adjustments, and a second percent error between the forecasted retail-load adjustments and the actual retail-load adjustments; and
- (iii) the forecasted shipments, the actual shipments, and a third percent error between the forecasted shipments and the actual shipments.

2. - 3. (Canceled)

4. (Previously Presented) The method of claim 1, further comprising calculating a lift parameter of the at least one marketing element.

5. - 6. (Canceled)

7. (Previously Presented) The method of claim 1, wherein the at least one marketing plan comprises at least two of the following marketing elements: promotions, advertising, points of distribution, or product changes.

8. (Canceled)
9. (Previously Presented) The method of claim 1, further comprising capturing reasons for forecast errors.
10. (Previously Presented) The method of claim 9, further comprising tracking the reasons for the forecast errors.
11. (Previously Presented) The method of claim 10, wherein the reasons for the forecast errors are tracked with the forecast errors.
12. (Canceled)
13. (Currently Amended) A computer-implemented system for using econometric techniques to quantify marketing drivers and forecast consumer demand, retail-load adjustments, and shipments, comprising:
  - a display screen;
  - distinct software modules embodied on a non-transitory computer-readable medium;
  - wherein the distinct software modules comprise:
    - a providing module that provides at least one marketing plan, wherein the
      - at least one marketing plan comprises at least one marketing element;

- a quantifying module that uses econometric modeling to quantify, by a processor, the effect of the at least one marketing element on shipments based on historical marketing spend data and historical shipment data;
- a forecasting module that forecasts, by the processor, consumer demand, retail-load adjustments, and shipments in response to the at least one marketing plan and results of the econometric modeling, wherein retail-load adjustments comprise determinations of extra retail stock needed based on retail demand resulting from the at least one marketing plan;
- a modifying module that executes, by the processor, a what-if scenario by enabling a user to make a change in planned spending on the at least one marketing element, uses econometric modeling to quantify the effect of the change in planned spending on consumer demand, retail-load adjustments, and shipments, and modifies the at least one marketing plan based on the results of the what-if scenario to generate a modified marketing plan;
- an executing module that executes the modified marketing plan and captures, by the processor, actual consumer demand and shipment data; and
- a generating module that displays on the display screen all of

- (i) the forecasted consumer demand, the actual consumer demand, and a first percent error between the forecasted consumer demand and the actual consumer demand;
- (ii) the forecasted retail-load adjustments, the actual retail-load adjustments, and a second percent error between the forecasted retail-load adjustments and the actual retail-load adjustments; and
- (iii) the forecasted shipments, the actual shipments, and a third percent error between the forecasted shipments and the actual shipments.

14. - 15. (Canceled)

16. (Previously Presented) The system of claim 13, further comprising a calculating module that calculates a lift parameter of the at least one marketing element.

17. - 18. (Canceled)

19. (Previously Presented) The system of claim 13, wherein the at least one marketing plan comprises at least two of the following marketing elements: promotions, advertising, points of distribution, or product changes.

20. (Canceled)

21. (Previously Presented) The system of claim 13, further comprising a capturing module that captures reasons for forecast errors.

22. (Previously Presented) The system of claim 21, further comprising a tracking module that tracks the reasons for the forecast errors.

23. (Previously Presented) The system of claim 22, wherein the reasons for the forecast errors are tracked with the forecast errors.

24-25. (Canceled)

26. (Currently Amended) A computer-implemented method for using econometric techniques to quantify marketing drivers and forecast consumer demand, retail-load adjustments, and shipments comprising:

providing, by the marketing plan providing module, at least one marketing plan, wherein the at least one marketing plan comprises at least two marketing elements;

using econometric modeling, by the historical data analyzing module, to quantify, by a computer processor, the relative effect of the at least two marketing elements on shipments based on historical marketing spend data and historical shipment data;

forecasting, by the computer processor, by the forecasting module, consumer demand, retail-load adjustments, and shipments in response to the at least one marketing plan and results of the econometric modeling, wherein retail-load adjustments comprise determinations of extra retail stock needed based on retail demand resulting from the at least one marketing plan;

executing, by the computer processor, a what-if scenario, by the user input enabling module, by enabling a user to make a change in planned spending on at least one marketing element of the at least two marketing elements and using econometric modeling to quantify the effect of the change in planned spending on consumer demand, retail-load adjustments, and shipments;

modifying, by the marketing plan modifying module, the at least one marketing plan based on the results of the what-if scenario to generate a modified marketing plan; and

executing, by the marketing plan executing module, the modified marketing plan and capturing, by the computer processor, by the marketing plan data results inputting module, actual consumer demand, retail-load adjustments and shipment data.

27. (Currently Amended) The method of claim 26, further comprising:  
displaying, with the display device, [[both]] all of

- (i) the forecasted consumer demand, the actual consumer demand, and a first percent error between the forecasted consumer demand and the actual consumer demand; [[and]]
- (ii) the forecasted retail-load adjustments, the actual retail-load adjustments, and a second percent error between the forecasted retail-load adjustments and the actual retail-load adjustments; and
- (iii) the forecasted shipments, the actual shipments, and a ~~second~~-third percent error between the forecasted shipments and the actual shipments.

28. (Previously Presented) The method of claim 26, further comprising calculating a lift parameter of the at least one marketing element.

29. (Previously Presented) The method of claim 26, wherein the at least two marketing elements comprises at least two of the following: promotions, advertising, points of distribution, and product changes.

30. (Previously Presented) The method of claim 26, further comprising capturing reasons for forecast errors.

31. (Previously Presented) The method of claim 30, further comprising tracking the reasons for the forecast errors.



32. (Previously Presented) The method of claim 30, wherein the reasons for the forecast errors are tracked with the forecast errors.

33. (Currently Amended) A computer-implemented system for using econometric techniques to quantify marketing drivers and forecast consumer demand, retail-load adjustments, and shipments, comprising:

a processor;

and

distinct software modules embodied on a computer-readable medium;

wherein the distinct software modules comprise:

a providing module that provides at least one marketing plan, wherein the

at least one marketing plan comprises at least two marketing elements;

a quantifying module that uses econometric modeling to quantify, by the processor, the relative effect of the at least two marketing elements on shipments;

a forecasting module that forecasts, by the processor, consumer demand, retail-load adjustments, and shipments in response to the at least one marketing plan and results of the econometric modeling, wherein retail-load adjustments comprise determinations of extra retail stock needed based on retail demand resulting from the at least one marketing plan;

a[[n]] modifying module that executes, by the processor, a what-if scenario by enabling a user to make a change in planned spending on the at least one marketing element, uses econometric modeling to quantify the effect of the change in planned spending on consumer demand, retail-load adjustments, and shipments, and modifies the at least one marketing plan based on the results of the what-if scenario to generate a modified marketing plan; and an executing module that executes the modified marketing plan and captures , by the processor, actual consumer demand, retail-load adjustments, and shipment data.

34. (Currently Amended) The system of claim 33, further comprising:

a generating module that displays all of [[both]]

(i) the forecasted consumer demand, the actual consumer demand, and a first percent error between the forecasted consumer demand and the actual consumer demand; [[and]]

(ii) the forecasted retail-load adjustments, the actual retail-load adjustments, and a second percent error between the forecasted retail-load adjustments and the actual retail-load adjustments; and

(iii) the forecasted shipments, the actual shipments, and a ~~second~~third percent error between the forecasted shipments and the actual shipments.

35. (Previously Presented) The system of claim 33, further comprising a calculating module that calculates a lift parameter of the at least one marketing element.

36. (Previously Presented) The system of claim 33, wherein the at least two marketing elements comprise at least two of the following: promotions, advertising, points of distribution and product changes.

37. (Previously Presented) The system of claim 33, further comprising a capturing module that captures reasons for forecast errors.

38. (Previously Presented) The system of claim 37, further comprising a tracking module that tracks the reasons for the forecast errors.

39. (Previously Presented) The system of claim 38, wherein the reasons for the forecast errors are tracked with the forecast errors.

40. (Currently Amended) A computer program product, comprising a computer usable medium having computer-readable program code embodied therein, said computer-readable program code adapted to be executed to implement a computer-implemented method for using econometric techniques to quantify marketing drivers and forecast consumer demand, retail-load adjustments, and shipments comprising:

providing, by the marketing plan providing module, at least one marketing plan,  
wherein the at least one marketing plan comprises at least two marketing  
elements;

using econometric modeling, by the historical data analyzing module, to quantify,  
using a computer processor, the relative effect of the at least two  
marketing elements on shipments based on historical marketing spend  
data and historical shipment data;

forecasting, using the computer processor, by the forecasting module, consumer  
demand, retail-load adjustments, and shipments in response to the at  
least one marketing plan and results of the econometric modeling, wherein  
retail-load adjustments comprise determinations of extra retail stock  
needed based on retail demand resulting from the at least one marketing  
plan;

executing, using the computer processor, a what-if scenario, by the user input  
enabling module, by enabling a user to make a change in planned  
spending on at least one marketing element of the at least two marketing  
elements and using econometric modeling to quantify the effect of the  
change in planned spending on consumer demand, retail-load  
adjustments, and shipments;

modifying, by the marketing plan modifying module, the at least one marketing  
plan based on the results of the what-if scenario to generate a modified  
marketing plan; and

executing, by the marketing plan executing module, the modified marketing plan and capturing, using the computer processor, by the marketing plan data results inputting module, actual consumer demand, retail-load adjustments, and shipment data.

41. (Previously Presented) The computer program product of claim 40, further comprising:

displaying, with the display device, all of

- (i) the forecasted consumer demand, the actual consumer demand, and a first percent error between the forecasted consumer demand and the actual consumer demand;
- (ii) the forecasted retail-load adjustments, the actual retail-load adjustments, and a second percent error between the forecasted retail-load adjustments and the actual retail-load adjustments; and
- (iii) the forecasted shipments, the actual shipments, and a third percent error between the forecasted shipments and the actual shipments.